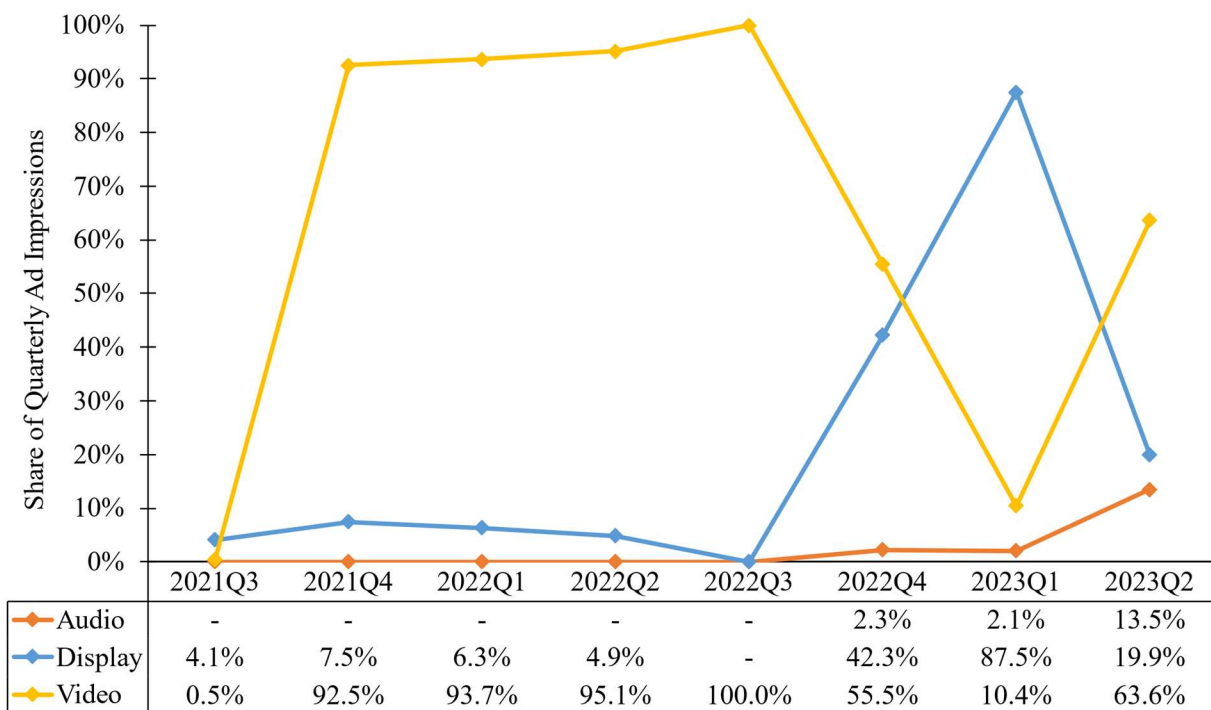


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Figure 21. Share of Ad Impressions by [REDACTED] North America Brand, by Media Type, 2021Q3-2023Q2



Notes:

[1] Data also include impressions for “Unknown Media Type.” I include these data in my calculations, but not in the figure above. As such, the shares may not add up to 100% for each quarter across the media types presented above.

[2] Data also include impressions for “Tracking” ads, which I exclude from my analysis. These ads only help advertisers track clicks and impressions instead of delivering visible content. See “Ads overview,” *Campaign Manager 360 Help*, available at <https://support.google.com/campaignmanager/answer/2837647?hl=en>.

[3] Based on impressions for users in the United States, for the advertiser named [REDACTED]

Source: Campaign Manager data produced as GOOG-AT-DOJ-DATA-000247044.